USDA Foreign Agricultural Service
GAIN Report
Global Agriculture Information Network
Template Version 2.08

Required Report - public distribution

Date: 9/30/2004
GAIN Report Number: GT4015

Guatemala
Exporter Guide
Annual
2004

Approved by:
Steve Huete, Ag Counselor
U.S. Embassy

Prepared by:
Daniel Orellana, Marketing Specialist

Report Highlights:
The food processing industry offers the best opportunity for U.S. exporters seeking to supply ingredients to this sector. This sector has been growing by more than 14% a year for the past few years and is expected to continue. The Hotel, Restaurant & Institutional sector also offers opportunities with growth averaging 10% a year. The retail sector is expected to grow by at least 7% a year for the next few years. Name recognition for U.S. products is high and consumers view U.S. products as higher in quality.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Guatemala [GT1]
[GT]

Table of Contents

I ECONOMIC SITUATION 3
A Market Overview 3
C Market Size 5
D Advantages & Challenges 5
II DOING BUSINESS IN GUATEMALA 6
A Business Customs 6
B Consumer Tastes 6
C Food Standards & Regulations 6
D Tariff Rate Quotas for 2004 9
E Entry Strategy 9
III MARKET SECTORS 10
A Retail Sector 10
B Hotel, Restaurant and Institutions 11
C Food Processing 12
IV BEST PROSPECTS 13
V POST INFORMATION 13
VI LIST OF MAJOR REGULATORY AGENCIES 13
VI APPENDIX 15
Demographics 15
Guatemala Imports 16
CONSUMER-ORIENTED 16
AG PRODUCTS TOTAL 16

I ECONOMIC SITUATION

A Market Overview

Guatemala's GDP for 2003 is $24.9 billion and is expected to grow by 2.6 percent in 2004. It is the largest economy in Central America. Next closest is Costa Rica with a GDP of $17 billion. Due to the new Government of Guatemala (GOG), there is a desire by the private sector to invest in the country again. The new GOG has more fiscal and monetary control than its precedessor, plus many of the inflationary pressures could decrease over the following years. The Bank of Guatemala estimates that Guatemalan exports could increase by 10% annually if the Free Trade Agreement between the U.S. and Central America (CAFTA) is ratified.

One of the major accomplishments of the new GOG was to eliminate the trade barriers between Guatemala and the rest of the Central American countries. From a total of 60 trade barriers, now only one is pending to be eliminated. However, negotiations have started and according to the Vice Minister of Foreign Relations, this last barrier must be eliminated by the end of 2004. All food products can now be transported freely throughout the Central American region.

Also, the Guatemalan government is attempting to attract not only vacationers but also investors in order to develop the tourism sector.

Macro economy:

- Interest rates are at their lowest levels in decades. Loans in local currency at 12% annual and in US dollars at 7.5%.
- Banks have high liquidity.
- In 2003 banks had record profits.
- The local currency has stayed fairly stable in the last four years, averaging Q7.9 per $US 1.00

U.S. agricultural exports to Guatemala have continued to grow during the last few years.

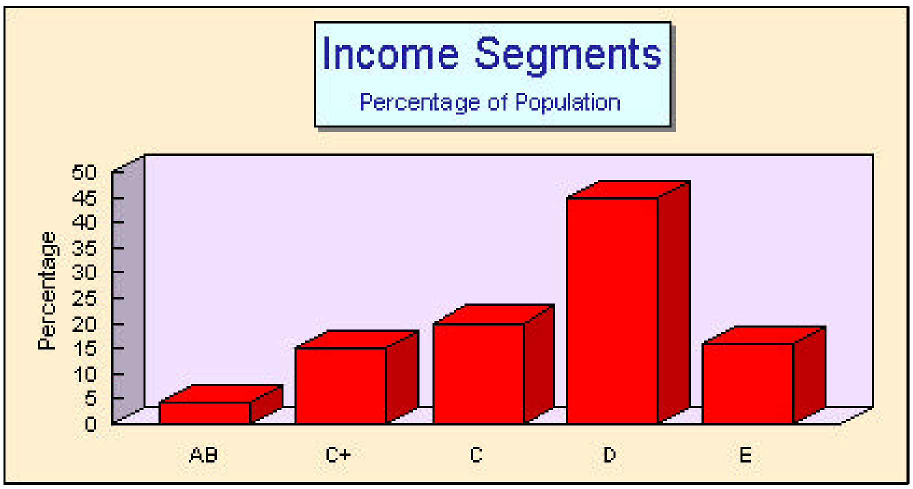
- Total U.S. agricultural exports grew from $289 million in 1998 to $357 million in 2003
- Bulk commodities varied very little during 1999-2001, but in 2002 had an increase of 45% over the previous year. For 2003 total U.S. exports were $132 million.
- Intermediate agricultural products grew from $99.3 million in 1998 to $106 million in 2003.
- Consumer-oriented products increased from $67.6 in 1998 to $111 million in 2003.

Despite these positive factors, there are some issues like the low international prices for sugar and coffee that have affected the economy. It is important for U.S. firms considering exporting to Guatemala to understand that the market conditions are strongly affected by income distribution and there is a major difference between the interior of the country and Guatemala City.

Income is concentrated in the upper classes, with 63% of income in the hands of the top 20% of the population. The polarity in income distribution determines a particular pattern of consumption, where the majority of the population consumes merely for subsistence. Therefore, luxury goods can only be targeted to a significant small portion of society. However, U.S. food products are very competitively priced and are sought out by both high-income and middle-income consumers. Many U.S. food products are cheaper than domestically produced products. Examples are grains, poultry, dairy and pork.

Percentage of income allocated to food purchases:

- Rural 46.9%
- Urban 31.6%
- Interior of the country 37.1%
- Metropolitan area 28.2%
- Per Capita income in Guatemala City is 265% over the interior of the country



?? AB – is the top 4% of the population, which can afford anything. The main difference between A and B is that the A's own their own planes. They are the jet setters.

?? C+ - is the upscale middle class that can afford most food products. They tend to be professionals with family incomes over $3500 a month.

?? C- is the general middle class that must watch how they spend their income. They have some savings ability but very little.

?? D – is the lower class that is just surviving. They are subsistence buyers, and can only afford the basics.

?? E – eats when it can, has no purchasing power and is below poverty.

B Demographics

Guatemala's population is estimated at 12 million. Population growth has averaged 2.7% during each of the last four years. The breakdown of the population follows the pattern of an underdeveloped country. More than 65% of the population is less than 24 years of age and 45% of the population is less than 14 years of age.

Internal migration toward Guatemala City has been constant in the last decade. The population of Guatemala City with its surrounding seven cities totals 2,082,376 inhabitants and represents 19.3% of the total population. The difference in population density between Guatemala City and the rest of the country is highly significant because it has determined the dynamics of economic and social growth of the nation. The department of Guatemala has a density of 1,212.9 inhabitants per square kilometer. The second densest department, Sacatepequez, only reaches 557.6 inhabitants per square kilometer. The rest of the departments are below 350 inhabitants per square kilometer. Under this framework, it is easy to understand why most economic activity in the country revolves around the metropolitan area. Guatemala City and its surroundings offer the biggest concentrated market in the country with an accessible infrastructure. However, this development has created a wealth of opportunities outside the metropolitan area in other departments, as they have been historically neglected. Presently, there is a marketing trend toward the interior of the country. Decentralizing has become the call of the day. Many firms are opening subsidiaries in the interior to try to capitalize on this movement. At present, there are about 38 cities in the interior with populations above 100,000 inhabitants.

C Market Size

Guatemala in 2003:

- Total food expenditures of more than $3 billion.
- Total consumer-oriented and edible fisheries' market estimated at $1.3 billion.
- Total agricultural imports were $886 million.
- U.S. share of total agricultural imports was 42%.
- Total consumer-ready imports were $443 million
- U.S. share of consumer-ready imports was 23%

Guatemala's economy is the largest in Central America with a GDP of over $24.9 billion.

D Advantages & Challenges

Advantages	Challenges
Of the 12 million Guatemalans one-half million are in a position to afford any imported good, and an additional 4 million can afford competitive U.S. food products.	The economic condition of the country limits imports.
Guatemalans view U.S. products as of higher quality and safer than national products.	There is a lack of brand awareness among importers, retailers and especially consumers.
The expanding retail industry, and the growing demand for new and better products by consumers, create an exceptional opportunity for new imported goods.	Some imports cost much more than nationally produced products, and purchasing power for many consumers is lacking.

Importers generally favor trading with U.S. exporters because of reliability.	Imports must go through a complicated bureaucratic process and there are quotas on various items.
The growing food processing industry is looking for new and better food ingredients.	There is limited infrastructure and distribution, especially on perishable products.
Effective market promotion can overcome price sensitivity, and retailers are open to this and will readily participate.	Regional competition is strong, especially from Mexico, El Salvador and Chile.
CAFTA should be ratified in 2005 and U.S. companies have an opportunity to introduce new products into the Guatemalan market.	Mexico is a strong competitor as it continues reinforcing the Free Trade Agreement it signed a few years ago.
The tourism sector is growing and U.S. raw materials are preferred among visitors because of quality and food safety.	Distribution of food products in the interior of Guatemala represents a challenge to importers of U.S. products.

II DOING BUSINESS IN GUATEMALA

A Business Customs

Most business conducted in Guatemala is based on personal relationships. Business executives and government officials place great importance on personal contacts with suppliers. U.S. suppliers should be prepared to have a local representative or distributor and personally travel to Guatemala. U.S. businesspersons often are surprised at the accessibility to key decision-makers and the openness and frankness of local buyers.

Sales, service and support rank high in the minds of Guatemalan buyers. U.S. firms, more than other foreign firms, generally have a reputation for providing good service and support. U.S. firms interested in penetrating the Guatemalan market should make a commitment to offer excellent service support to their buyers, agents or distributors. This commitment should be made clear. Poor or mediocre service often results in lower sales. The Guatemalan business community is comparatively small and word travels fast about local and foreign firms that offer poor service support.

B Consumer Tastes

Guatemalan consumers are accustomed to U.S. products, and they have grown up with them. Many Guatemalans have traveled to the U.S. and have been introduced to American food products. U.S. products are viewed by consumers as higher quality and are preferred to other imports. More than 50% of all Guatemalan imports come from the U.S. Culturally speaking, Guatemalans have adopted much of the U.S. culture such as music, sports, fashion and fast food. Guatemalans have also followed the trend in the U.S. towards more convenience. Demand for these types of products has grown in the last few years, and the trend is expected to continue.

C Food Standards & Regulations

The Division of Registration and Control of Medicines and Foods of the Ministry of Health, hereafter referred to as Food Control, is the main authority for food products legally imported or manufactured in Guatemala. Government Decree # 45-79 established the

Health Code, which regulates Food Control, in 1979. Title II Chapter Two of the Health Code refers to food products. Food Control, under authority of Ministerial Decree 969-99 (replaces Decree 132-85), is responsible for upholding food product norms set by the Guatemalan Ministry of Economy's Commission of Standards (COGUANOR). The Commission of Standards is governed by the Executive Advisory Committee, which is made up of representatives from the Ministry of Health, Ministry of Economy, Ministry of Labor, School of Engineers and Chambers of Agriculture, Industry and Commerce.

There are many specifications, rules, legislation and other requirements regulating food products. These requirements are quite complicated and often subject to different interpretations. However, there is a considerable lack of resources in Food Control to effectively enforce the Health Code. As a result, for example, some imported food products are marketed in Guatemala without a Spanish-language label, as the food law requires. This is changing and more importing companies are complying with the law in anticipation of stricter enforcement by the Ministry of Health. A retailer who violates the food laws as interpreted by Food Control can be fined up to half the value of the previous day's total sales. Furthermore, there have been cases where imports have had difficulty clearing customs when the labels have not been in Spanish.

In order to receive an import license, all imported foods of animal or vegetable origin must comply with the following requirements: phytosanitary and/or sanitary certificate; certificate of origin; commercial invoice; free sale certificate; bill of lading; and a microbiological certificate for products of animal origin. The Unit of Norms and Regulations of the Ministry of Agriculture, Livestock and Food (MAGA) controls all of these requirements. This office is in charge of regulating the import of agricultural products. This office oversees imports of non-processed food items and regularly consults with Food Control to establish norms and import procedures for agricultural products.

When importing food products into Guatemala, firms will find themselves working very closely with both Food Control and Norms and Regulations. The import license is actually issued by MAGA, Norms and Regulations.

Product Registration is required for all packaged food products in Guatemala. Food Control is responsible for all registrations. Food Control issues a sanitary registration number after a laboratory test has been performed on the product. This registration number is valid for five years and takes six weeks to obtain. In addition to the laboratory analysis done to the product at the time of registration, the law requires inspections at the point of entry, wholesale and retail level for the wholesomeness of the product. Natural foods, non-processed foods, raw materials and food additives do not require registration. Also, there is no environmental legislation that affects the importation of food products. The cost of registration and analysis of a product is about $150 U.S. Dollars.

The Sample Law outlined in article 37 of Ministerial Decree 969-99 strictly prohibits the importation of samples except for the sole purpose of registering the product. However, an agreement has been reached with USDA in which samples will be allowed to enter the country without requiring previous registration for the purpose of exhibition, special events and promotion. In order to enter these samples, the importer must provide Food Control a written request accompanied by a certificate of free sale. To avoid problems with samples, it is best not to send more than 2 kilos per product.

Microbiological - The Government of Guatemala (GOG) has been demanding that a microbiological certificate accompany all animal and unprocessed products. A private lab or the production plant's own quality control lab can issue this certificate. FSIS can also issue this document from records of its regular surveillance. The certificate must be stamped by a local chamber of commerce to be considered official. The GOG uses Codex Alimentarius to establish the maximum levels of parasites or residues. Most plants in the US already have systems in place to measure this as part of their HAACP programs. It is just a matter of sending the most recent results. Exporters should make sure that the information is presented as parts/million, which is standard. US tolerance levels for Salmonella, E-coli and others are acceptable in Guatemala. FAS believes the added procedure of requiring the local chamber of commerce stamp should be eliminated.

Labeling requirements are set by COGUANOR'S labeling standard #34039. It sets 40 requirements with respect to the appearance of the label, what information should be on the label and that it be written in Spanish. However, importers negotiated with COGUANOR and reached an agreement for a stick-on label to be used with the following information written in Spanish:

1. Product definition/description
2. Name of the product (This should be the official name as noted on the U.S. Certificate of free sale)
3. Physical characteristics, including ingredients (This has to be a qualitative composition, which was indicated in the back of the registration form). If this information is in English, please translate literally.
4. Net weight/volume
5. List of ingredients and additives and the percentage of total for each
6. Name, address and telephone number of Guatemalan distributor
7. Food Control registration number (D.G.S.S.-D.R.C.A. _________)-Sanitary license obtained at a Center of Sanitation; the original license has to be presented. Cost approximately Q.630.00 for each product.
8. Expiration date
9. If applicable "Keep Frozen"
10. If applicable "Form of Preparation"

The Ministry of Agriculture requires that all food products of either plant or animal origin obtain a sanitary import certificate as provided in Government Decrees # 34-84 and 479-84. Decree 34-84 mandates that manufacturing facilities of products of animal origin must be inspected by Ministry officials at the expense of the importer prior to issuance of a sanitary import certificate. However, they have not been enforcing this regulation. According to the Ministry they will require visits if ever a situation arises that represents an increased health risk, such as outbreaks, etc.

The requirements to obtain a sanitary import certificate from the Technical Director of Sanitary Inspection and Control of Food Products are as follow:

1. Complete an application for Sanitary Import Certificate, one application per product
2. Copy of the Articles of Incorporation
3. Certification of Registration of Incorporation
4. Appointment of legal representative
5. Copy of Commercial License
6. Sales Tax collection permit
7. Import & Export License from the Bank of Guatemala
8. Appointment of veterinarian as "Regente" and a note from this veterinarian accepting the position. This is a veterinarian who is on private contract to oversee food safety for this firm. The closest thing in the U.S. would be Resident Veterinarian Inspector. He will be required to sign all import requests and is legally liable for any illnesses that are caused by these products

9. Establish if place of origin of product meets sanitary conditions by making an official visit. This does not apply to U.S. product

Prior to the first importation, Ministry of Agriculture officials will inspect the warehouse where the imported product is to be stored, at importer's expense. If product is to be used in a processing plant, an environmental impact study must be carried out. For additional information read this office's FAIRS Report 2004 GT4009 at www.fas.usda.gov/scriptsw/attacherep/default.asp

D Tariff Rate Quotas for 2004

PRODUCT	QUOTA (MT)	TARIFF (IN-QUOTA)	TARIFF (OUT-OF-QUOTA)
Beef, fresh, refrigerated and frozen.	1560	0%	15%
Apples	11,500	12%	25%
Poultry fresh and frozen	30,000	5%	15%
Yellow Corn	463,700	5%	35%
Rice (Total)	58,340		
Milled	390	11.8%	23.7%
Paddy	55,000	0%	23.7%
Puffed	2,400	0%	23.7%
Planting	550	0%	23.7%

Presently both the Tariff Rate Quotas for Beef and Poultry are suspended. Both products can enter without limit, but are subject to a duty of 15%.

E Entry Strategy

About half of all firms selling into the Guatemalan market do so by means of an agent or distributor. The rest sell directly to Guatemalan buyers. Generally speaking, the more pre-sales marketing and after-sales support that the product requires, the more important it is to have a local agent or distributor. Because of the small size of the market, very few companies can purchase full containers at a time. This is where a distributor can help, by providing the added distribution channels to maximize exports.

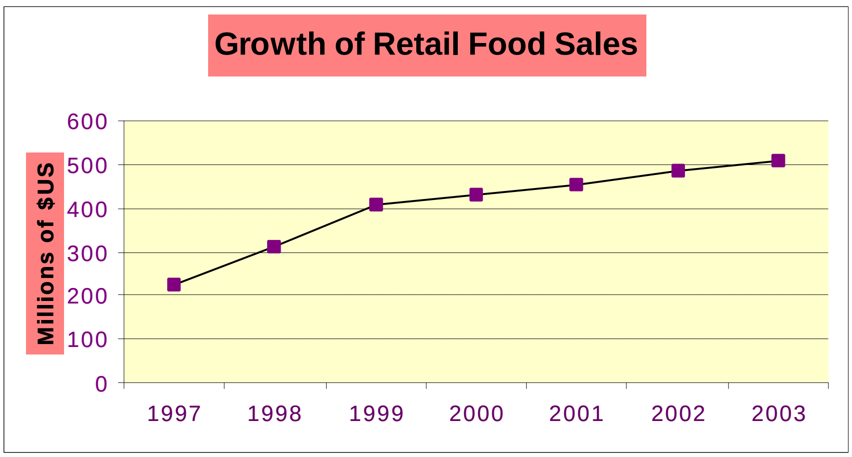
To sell directly to Guatemalan firms, U.S. firms will need to build a relationship with the buyers, as explained in Business Customs, as well as travel to Guatemala at least twice, before expecting a sale. Many firms in Guatemala are now looking to buy direct; they feel they can save money if they can by-pass the agent. There are enough large buyers to justify attempting direct sales, and the FAS office can provide US firms with possible contacts. The more credit flexibility the US firm has the easier it will be to reach a sale. It is customary to require advance payment or letters of credit on the first few purchases, but once a relationship is established, US firms should be prepared to offer credit terms.

III MARKET SECTORS

A Retail Sector

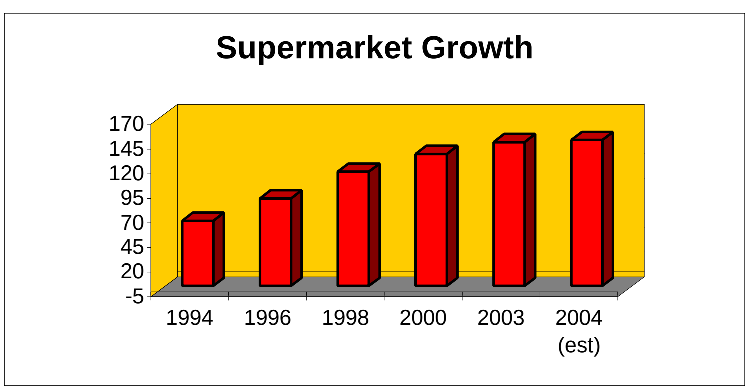
Over the last nine years the supermarket sector has been growing rapidly, more than quadrupling in sales from $128 million in 1995 to $509 million in 2003. This increase is due to the increase in the number of outlets, the changing purchasing habits among consumers, who now are going to a supermarket more than before, and the increase in brand awareness. Retail outlet sales have grown tremendously in the last few years. In 1994, under 15% of food sales were at supermarket-type retail outlets; the rest was at traditional wet markets and corner stores. However, by 2003 the percentage had increased to 36%.

The number of supermarkets has grown in the last ten years. In 1994 there were only 66 units, by 1998 there were 116, and this year there are 146. For additional information regarding this sector read this office's Retail Report at www.fas.usda.gov/scriptsw/attacherep/default.asp



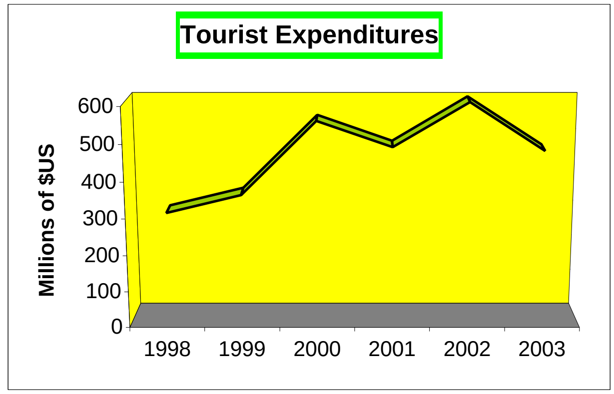
The growth of food sales in the supermarket sector was directly related to the expansion of the number of units that were built during the same period. However, it seems the market has become saturated in terms of units, and in 2003 a total of two units were closed down and four were built.

There are still ample opportunities in the retail sector, since only 36% of food sales are done through supermarkets and in most Latin American countries it is up to 50%. Supermarket sales are expected to continue to grow by at least 7% a year for the next few years.



B Hotel, Restaurant and Institutions

This sector is valued at over $500 million and annual growth has been averaging 12-14% during the last six years. Tourism has increased from 563,478 visitors in 1995 to 880,000 in 2003. In 1995, income from tourism totaled $238.8 million and in 2003 it totaled $470 million. Room availability has also increased from under 12,000 in 1995 to over 16,100 in 2003.



This sector offers tremendous opportunity for high value products. There are many US franchises that are in need of raw materials, and they can't always fulfill their needs with local product. Besides, some of the franchise agreements require US raw materials as part of the contract. The following is a list of franchises operating in Guatemala:

o Subway	Wendy's	Burger King
o Taco Bell	Cajun Grill	McDonald's
o Dominoes Pizza	Pizza Hut	Schlotzsky's
o Papa John's	TGIF'S	Little Caesar's
o Jimmy John's	Chili's	Pizza Inn
o Westin	Holiday Inn	Ramada
o Radisson	Best Western	Marriott

Institutional sales in Guatemala are probably the most difficult of all sales. The procurement process is very difficult and very bureaucratic. (Development of good contacts on the inside is still the best way to make the sale.) Also, the repayment delay is usually from 90 to 120 days and sometimes even longer. This market should be approached with the use of a distributor that is already supplying institutions and is very familiar with the process.

C Food Processing

This is one of the fastest growing sectors in Guatemala, offering US food exporters huge opportunities to capture some market share supplying raw materials.

- ?? In 1998, this sector contributed $800 million or 4% of GDP.
- ?? In 2003, food processing was estimated at $1.43 billion or 6% of GDP.
- ?? The Food Processing Chamber expects this sector to continue growing at 10-15 percent a year for the next 4 years.

The areas with the most growth potential are:

Meat Processing
Processed Fruits and Vegetables
Dairy
Bakery
Edible Oils
Snack Foods
Beverages
Soups and Soup Broths

U.S. products such as beef, pork, wheat, soybeans, and vegetables, as well as other food items, can easily be introduced to improve the quality of the goods being processed in the above-mentioned sectors. Many of these plants already use U.S. raw materials. However, there is still plenty of opportunities.

Why is the processing industry growing?

- ?? Local processors are increasing their capacity and quality in hopes to export to the US once CAFTA is ratified.

- ?? As Central American consumers become more sophisticated, opportunities for higher value-added products increase.

- ?? Many local companies are taking advantage of their lower cost to fill market niches normally filled by imported products.

- ?? The food processing industry has ridden the supermarket expansion wave, and now is directing its attention to the export market.

Products with the most potential in the food-processing sector are:

✍✍ Dehydrated Chicken	Wheat	Bean Splits
✍✍ Freeze Dried Vegetables	Flour	Tomato Paste
✍✍ Frozen Vegetables	Pork	Soda Concentrates
✍✍ Fruit Concentrates	MDM	Dehydrated Potato Flakes
✍✍ Soybeans	Soy flakes	Soy oil

IV BEST PROSPECTS

Product/Sector	Total Imports*	Imports from U.S.*	U.S. Market Share	Projected Growth
Meat	$28.40	$13.00	46%	20%
Cheese	$8.80	$1.40	16%	6%
Processed Fruits & Veg.	$14.20	$9.10	64%	9%
Poultry	$32.90	$32.90	100%	15%
Fruit	$26.00	$7.40	28%	20%

In Millions of $US
Source: *United Nations Trade Statistics & US Trade Data/2002.*

V POST INFORMATION

If you have any question or comments regarding this report or need assistance exporting to Guatemala, please contact the U.S. Agricultural Affairs Office at the following address:

Office of Agricultural Affairs
Avenida Reforma 7-01, Zona 10
Guatemala, Ciudad 01010
Tel: (502) 2332-4030
Fax: (502) 2331-8293
email: AgGuatemala@fas.usda.gov

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page: http://www.fas.usda.gov

VI LIST OF MAJOR REGULATORY AGENCIES

Name: Lic. Guillermo Solórzano
Title: Jefe
Institution: Departmento de Regulaciones y Control de Alimentos
Address: 11 Avenida "A" 11-57, Zona 7. Finca La Verbena, Guatemala
Telefax: (502) 2471-9958, 2440-9500

Name: Lic. José Felix Mendizábal Pinto
Title: Director
Institution: Dirección General de Regulación, Vigilancia y Control de la Salud (Health Services General Office, Ministry of Public Health)
Address: 6 Avenida 3-45, Zona 11, 3 Nivel, Escuela de Enfermería, Guatemala
Tel/Fax: (502) 2475-2121

Name: Licda. Ebenora de Bonatte
Title: Directora
Institution: Laboratorio Unificado de Control de Alimentos y Medicament (LUCAM)
Address: Km. 22 Carretera al Pacífico, Bárcenas, Villa Nueva, Guatemala
Tel/Fax: (502) 6631-2017/18

Name: Dr. Aníbal Menéndez
Title: Director Phyto/Zoosanitary
Institution: Unidad de Normas y Regulaciones/Ministerio de Agricultura
Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala
Telephone: (502) 2475-3058
Fax: (502) 2475-3058

Name: Lic. Leonel Carrillo
Title: Supervisor SEPA-SITC
Institution: Organismo Internacional Regional de Sanidad Agropecuaria
Address: 15 Avenida 4-16 Zona 13, Guatemala City, Guatemala
Telephone: (502) 2334-1411
Fax: (502) 2334-0646

Name: Ing. Alvaro Aguilar
Title: Minister
Institution: Ministry of Agriculture, Livestock and Food
Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala
Telephone: (502) 2332-4756 / 2362-4758
Fax: (502) 2332-8302

Name: Lic. Carlos Illescas
Title: Director
Institution: Registro de la Propiedad Industrial
Address: 5 Calle 4-33, Zona 1, Edificio Plaza Rabi, Oficina 701
Guatemala City, Guatemala
Telephone: (502) 2230-1822 / 2230-1693 to 5
Fax: (502) 2230-1694

Name: Ing. Hector Herrera
Title: Jefe de Normas
Institution: Comision Guatemalteca de Normas (COGUANOR)
Address: 8 Avenida 10-43, Zona 1, Guatemala City, Guatemala
Telephone: (502) 2253-3547 / 2251-7593
Fax: (502) 2253-3547

Name: Licda. Gabriela Escobar
Title: Relaciones Públicas
Institution: Ministry of Public Health
Address: 6 Avenida 3-45, Zona 11, 3 Nivel, Escuela de Enfermería
Guatemala, Guatemala 01011
Telephone: (502) 2475-2121 ext. 131
Fax: (502) 2475-3787

Name: Licda. Lucrecia Bermejo
Title: Registrador
Institution: Valuables and Merchandise Registry (From the Ministry of Economy)
Address: 6 Avenida 10-43 Zona 1, Guatemala City, Guatemala
Telephone: (502) 2221-4988, Ext. 236
Fax: (502) 2232-9388

Name: Licda. Karina Posadas
Institution: Ventanilla Unica para Inversiones
Address: 8 Avenida 10-43 Zona 1, Guatemala City, Guatemala
Telephone: (502) 2253-9640
Fax: (502) 2251-5055

VI APPENDIX

Demographics

POPULATION	TOTAL 2003	GROWTH RATE
Total Population	12 Million	2.7%
Urban Population	4.7 Million	3.2%
Size of the Middle Class	3.8 Million	1.6%

NUMBER OF MAJOR METROPOLITAN AREAS	38 /1
Per Capita Gross Domestic Product (GDP) Per Capita GDP Urban Per Capita GDP Rural	$1,745 $2,631 $991
Per Capita Food Expenditures	$265
Unemployment Rate	6.9% /2
Percent of Female Population Employed	27.4%
Exchange Rate (Sep. 2004)	$1.00 = Q7.90

Source: The Ministry of Economy

1/ These are cities with more than 100,000 inhabitants
2/ This is the official rate, but underemployment is estimated to be 46%

Consumer-Ready and Edible Fisheries Product Imports

Guatemala Imports	Imports from the world			Imports from the U.S.			U.S. Market Share		
CONSUMER-ORIENTED	Millions 2000	of 2001	$US 2002	Millions 2000	of 2001	U.S. 2002	Percent 2000	2001	2002
AGRICULTURAL TOTAL	**371**	**475**	**443**	**85**	**95**	**103**	**23%**	**20%**	**23%**
Snack foods (excl. nuts)	34	44	47	5	5	5	15	11	11
Breakfast cereals & pancake mix	16	20	22	2	3	2	13	15	9
Red meats, fresh/chilled/frozen	15	21	16	6	5	6	40	24	38
Red meats, prepared/preserved	12	12	12	7	7	7	58	58	58
Poultry meat	21	28	33	21	28	33	100	100	100
Dairy products (excl. cheese)	58	71	59	5	6	3	9	8	5
Cheese	7	8	9	1	2	1	29	25	11
Eggs & products	2	4	4	1	2	2	50	50	50
Fresh fruit	19	21	26	11	10	12	58	48	46
Fresh vegetables	2	2	3	1	1	1	50	50	33
Processed fruit & vegetables	24	27	25	8	8	8	33	30	32
Fruit & vegetable juices	17	19	18	4	4	4	24	21	22
Tree nuts	1	1	1	1	1	1	61	71	73
Wine & beer	4	4	6	1	1	1	9	25	17
Nursery products & cut flowers	3	2	2	1	1	1	9	29	18
Pet foods (dog & cat)	4	5	7	4	4	4	89	80	57
Other consumer-oriented	141	202	169	19	27	30	13	13	18
FISH & SEAFOOD PRODUCTS	**7**	**9**	**10**	**2**	**1**	**1**	**22**	**11**	**10**
Salmon	0	0	0	0	0	0	75	50	46
Surimi	0	0	0	0	0	0	98	78	96
Crustaceans	2	2	2	1	1	0	46	25	17
Groundfish & flatfish	0	0	0	0	0	0	26	7	27
Molluscs	0	1	1	0	0	0	27	27	28
Other fishery products	5	6	6	1	1	1	7	5	85
AG PRODUCTS TOTAL	**644**	**825**	**874**	**237**	**284**	**375**	**37**	**34**	**43**
AG FISH & FOREST TOTAL	**662**	**846**	**897**	**240**	**286**	**377**	**36**	**34**	**42**

Source: United Nations Trade Data

Top 15 Exporters of Consumer-Ready and Edible Fisheries

Consumer-Oriented Total (Thousands $US)			
	2000	**2001**	**2002**
United States	85,214	95,419	103,231
El Salvador	80,344	104,471	89,822
Costa Rica	51,358	72,886	64,108
Mexico	68,462	76,256	54,900
New Zealand	10,425	25,609	28,563
Honduras	19,124	27,650	23,024
Chile	10,841	13,880	15,832
Nicaragua	7,707	17,537	11,314
Panama	5,014	5,887	7,685
Canada	5,700	7,115	7,170
Australia	17	3,334	6,175
Spain	2,619	3,195	4,812
Argentina	1,823	4,052	4,529
Netherlands	2,619	2,692	3,160
Colombia	1,264	1,271	1,832
World	**371,295**	**475,216**	**442,936**

Edible Fishery (Thousands $US)			
	2000	**2001**	**2002**
Costa Rica	3,284	3,705	3,336
United States	1,522	1,218	1,230
Thailand	531	1,086	1,218
Panama	19	697	888
Colombia	350	833	608
El Salvador	676	492	396
Spain	116	322	396
Japan	0	0	337
Mexico	78	83	300
Ecuador	28	269	222
Chile	155	248	215
Nicaragua	197	198	156
Honduras	11	11	42
Indonesia	0	45	35
Canada	0	0	24
World	**6,988**	**9,364**	**9,605**

Source: United Nations Trade Data